Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (currently amended) A method for delivering advertising content <u>from a server at a remote location</u> to <u>an audio-visual device having a visual display and</u> a user interface <u>at a user location and displaying the advertising content</u> ~~for display~~ on ~~a~~ <u>the</u> visual display to ~~a~~ <u>the</u> user, said method comprising:

detecting a user session, the session commencing upon the user interacting with the user interface, the user interface including a graphical display of software presented on the <u>visual</u> display;

starting an ad timer upon the user making a request for user requested content by interacting with the user interface, the ad timer being set for an interval of time;

delivering the user requested content <u>from the server</u> to the <u>audio-visual device at the</u> user ~~interface~~<u>location</u>;

<u>displaying the user requested content on the visual display;</u>

determining if the interval of time of the ad timer has elapsed when the user makes a subsequent request for user requested content by interacting with the user interface <u>of the audio-visual device</u>;

interrupting the delivering of the user requested content <u>from the server</u> to the <u>audio-visual device at the</u> user ~~interface~~<u>location</u> and <u>preventing the displaying of the user requested content on the visual display</u>;

delivering the advertising content to the <u>audio-visual device at the</u> user ~~interface~~<u>location</u>;

<u>displaying the advertising content on the visual display</u> if the interval of time of the ad timer has elapsed;

resetting the ad timer after the ~~delivering~~<u>displaying</u> of the advertising content is complete; and

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continuing the delivering of the user requested content from the server to the audio-visual device at the user ~~interface~~ location and continuing the displaying of the user requested content on the visual display after the ~~delivering~~ displaying of the advertising content is complete.

2.   (previously presented) The method of claim 1, wherein the detecting of the user session commences upon an initial interaction by the user with the user interface.

3.   (previously presented) The method of claim 1, wherein the detecting of the user session commences upon the user selecting content through the user interface.

4.   (previously presented) The method of claim 1, wherein the interval of time is fixed.

5.   (previously presented) The method of claim 4, wherein the interval of time is five minutes.

6.   (previously presented) The method of claim 1, wherein the interval of time is variable during the user session.

Claim 7 (cancelled).

8.   (previously presented) The method of claim 1, wherein the selected interval of time is determined based on a content selection made by the user.

Claims 9 and 10 (cancelled).

11.   (currently amended) The method of claim 1, wherein the delivering of the advertising content to the audio-visual device at the user ~~interface~~ location is over at least one of the following mediums: Internet, cable, digital subscriber line, and wireless.

12.   (previously presented) The method of claim 1, wherein the advertising content includes streaming video.

13.   (previously presented) The method of claim 12, wherein the video includes broadcast quality video.

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14.   (currently amended) The method of claim 12, wherein the delivering of the advertising content to the <u>audio-visual device at the</u> user ~~interface~~<u>location</u> is at a bit rate of at least 144 Kbps.

15.   (currently amended) The method of claim 1, further comprising suspending user interface functions during the ~~delivering~~<u>displaying</u> of the advertising content ~~to~~ <u>on</u> the <u>visual display</u>~~user interface~~.

16.   (currently amended) The method of claim 1, wherein after completion of the acts of ~~delivering~~<u>displaying</u> of the advertising content ~~to~~<u>on</u> the ~~user interface~~<u>visual display</u>, at least one of the detecting, starting, delivering, <u>displaying,</u> determining, interrupting, <u>delivering, displaying,</u> resetting, and continuing are repeated.

17.   (currently amended) The method of claim 1, wherein the ~~delivering~~<u>displaying</u> of the advertising content ~~to~~<u>on</u> the ~~user interface~~<u>visual display</u> completely fills the visual display.

18.   (original) The method of claim 1, wherein the advertising content includes a link to at least one Internet address.

19.   (currently amended) The method of claim 1, wherein the detecting of the user session includes the user interacting with the user interface <u>of the audio-visual device</u> via a keyboard.

20.   (currently amended) The method of claim 1, wherein the detecting of the user session includes the user interacting with the user interface <u>of the audio-visual device</u> via a voice-activated device.

21.   (currently amended) The method of claim 1, wherein the detecting of the user session includes the user interacting with the user interface <u>of the audio-visual device</u> via a link to another web page.

22.   (currently amended) The method of claim 1, wherein the continuing the delivery of the user requested content <u>from the server</u> to the <u>audio-visual device at the</u> user ~~interface~~<u>location</u> occurs after a second interaction by the user with the user interface<u> of the audio-visual device</u>.

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23.   (currently amended) The method of claim 1, further comprising delivering of video content to the ~~user interface~~ audio-visual device at the user location.

24.   (currently amended) The method of claim 23, wherein the ~~delivering~~ displaying of the advertising content occurs after the completion of the delivering of the video content to create a commercial-free video.

25.   (currently amended) A method for delivering advertising content from a server at a remote location to a ~~user interface~~ local system having a visual display and a user interface at a user location and displaying the advertising content ~~for display~~ on ~~a~~ the visual display to ~~a~~ the user, said method comprising:

      detecting the user's local interaction with the user interface of the local system, the user's local interaction with the user interface being limited to the local system and not communicated to the server at the remote location;

      measuring an amount of time between the user's local interactions with the user interface of the local system; and

      delivering the advertising content to the ~~user interface~~ local system at the user location and displaying the advertising content on the visual display after a selected elapsed interval of time if the user's local interaction with the user interface of the local system occurs during the selected elapsed interval of time.

26.   (currently amended) The method of claim 25, wherein the measuring commences upon the user selecting content through the user interface of the local system.

Claim 27 (cancelled).

28.   (currently amended) The method of claim ~~27~~ 25, further comprising pausing of the measuring of the amount of time during the delivering of the advertising content.

29.   (previously presented) The method of claim 28, further comprising the un-pausing the measuring of the amount of time after the delivering of the advertising content is completed.

30. (currently amended) The method of claim ~~27~~25, wherein the delivering of the advertising content is over at least one of the following mediums: Internet, cable, digital subscriber line, and wireless.

31. (previously presented) The method of claim 25, wherein the advertising content includes streaming video.

32. (previously presented) The method of claim 31, wherein the video includes broadcast quality video.

33. (currently amended) The method of claim 31, further comprising delivering of the video to the ~~user interface~~ local system at the user location at a bit rate of at least 144 Kbps.

34. (currently amended) The method of claim 27, further comprising suspending of the user interface functions during the ~~delivering~~ displaying of the advertising content on the visual display.

35. (currently amended) The method of claim 25, wherein after completion of the ~~delivering~~ displaying of the advertising content, the measuring of the amount of time, ~~and~~ the delivering of the advertising content, and the displaying of the advertising content are repeated.

36. (currently amended) The method of claim 25, wherein the measuring of the amount of time includes the user interacting with the user interface of the local system via a keyboard.

37. (currently amended) The method of claim 25, wherein the measuring of the amount of time includes the user interacting with the user interface of the local system via a voice-activated device.

Claim 38-39 (cancelled).

40. (currently amended) The method of claim 25, further comprising delivering of video content to the local system at the user location~~interface~~.

41. (currently amended) The method of claim 40, wherein the ~~delivering~~ displaying of the advertising content occurs after the completion of the delivering of the video content to create a commercial-free video.

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42.   (currently amended) A method for delivering advertising content from a server at a remote location to an audio-visual device having a visual display and a user interface at a user location and displaying the advertising content for display on a the visual display to a the user, said method comprising:

time-stamping a user session profile during a user session, the user session commencing upon the user interacting with the user interface of the audio-visual device;

detecting an address for contents requested by the user;

saving the address requested by the user; and

interrupting delivery of the contents of the address from the server to the user interface audio-visual device at the user location and preventing display of the contents of the address on the visual display if a selected interval of time has elapsed since said the time-stamping step;

delivering displaying the advertising content to on the visual display, the delivering displaying of the advertising content to on the visual display being uninterruptible by the user for a selected period of time; and

continuing the delivery of the contents of the address requested by the user from the server to the audio-visual device at the user interface location and continuing the display of the contents of the address requested by the user on the visual display after the delivering displaying of the advertising content is complete.

43.   (previously presented) The method of claim 42, wherein the advertising content includes streaming video.

44.   (previously presented) The method of claim 43, wherein the video includes broadcast quality video.

45.   (previously presented) The method of claim 43, wherein the delivering of the advertising content is at a bit rate of at least 144 Kbps.

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46.   (currently amended) The method of claim 42, further comprising suspending of user interface functions during the ~~delivering~~ displaying of the advertising content on the visual display.

47.   (currently amended) The method of claim 42, further comprising delivering of video content to the audio-visual device at the user location ~~user interface~~.

48.   (currently amended) The method of claim 47, wherein the ~~delivering~~ displaying of the advertising content on the visual display occurs after the completion of ~~said~~ the delivering of the video content to the audio-visual device at the user location to create a commercial-free video.

49.   (withdrawn) A method for delivery of advertising content to a visual display adapted to display a user interface for use by a user, said method comprising the steps of:

    detecting an address request; and

    delivering the advertising content to the user independently of any code associated with the address.

50.   (withdrawn) The method of claim 49, wherein the advertising content is delivered before the requested address is accessed.

51.   (withdrawn) The method of claim 49, wherein said delivering step delivers the advertising content after a selected number of address requests are detected.

52.   (withdrawn) The method of claim 49, further comprising the step of measuring an amount of time elapsed since the address was requested, wherein said delivering step occurs after a selected interval of the elapsed time.

53.   (withdrawn) The method of claim 52, further comprising the step of pausing said measuring step during said delivering step.

54.   (withdrawn) The method of claim 53, further comprising the step of un-pausing said measuring step after said delivering step is completed.

55.   (withdrawn) The method of claim 49, wherein said delivering step delivers the advertising content over at least one of the following mediums: Internet, cable, digital subscriber line, and wireless.

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56.   (withdrawn) The method of claim 49, wherein the advertising content is streaming video.

57.   (withdrawn) The method of claim 56, wherein the video is broadcast quality video.

58.   (withdrawn) The method of claim 56, wherein said delivering step delivers video at a bit rate of at least 144 Kbps.

59.   (withdrawn) The method of claim 49, further comprising the step of suspending interface functions during said delivering step.

60.   (withdrawn) The method of claim 49, further comprising the step of delivering video content to the user.

61.   (withdrawn) The method of claim 60, wherein said advertising content delivering step occurs after the completion of said video content delivering step to create a commercial-free video.

62.   (withdrawn) A method for delivering advertising content to a visual display adapted to display a user interface for use by a user, said method comprising the steps of:

    detecting an address request; and

    delivering the advertising content to fill a substantial portion of the visual display independently of any code associated with the address.

63.   (withdrawn) The method of claim 62, wherein said delivering step includes the sub-step of completely filling the visual display.

64.   (withdrawn) The method of claim 62, wherein said delivering step includes the sub-step of placing browser controls outside of the visual display.

65.   (withdrawn) A method for inhibiting the interruption of advertising content delivery to a visual display adapted to display a user interface for use by a user, said method comprising the steps of:

    delivering the advertising content to the user; and

    hiding on-screen user interface controls during said delivering step.

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66.   (withdrawn) The method of claim 65, further comprising the step of disabling selected user functions associated with the visual display.

67.   (withdrawn) The method of claim 65, wherein the on-screen user interface controls are re-sized outside a viewing area of the visual display.

68.   (withdrawn) The method of claim 65, wherein the on-screen user interface controls are overlaid by the advertising content.

69.   (new) The method of claim 1, wherein the user interface is one of a web browser and a media player.

70.   (new) The method of claim 25, wherein the user interface is one of a web browser and a media player.

71.   (new) The method of claim 42, wherein the user interface is one of a web browser and a media player.

72.   (new) The method of claim 1, wherein the audio-visual device is one of a personal computer, television set, personal digital assistant, and a set-top box.

73.   (new) The method of claim 25, wherein the local system is one of a personal computer, television set, personal digital assistant, and a set-top box.

74.   (new) The method of claim 42, wherein the audio-visual device is one of a personal computer, television set, personal digital assistant, and a set-top box.

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